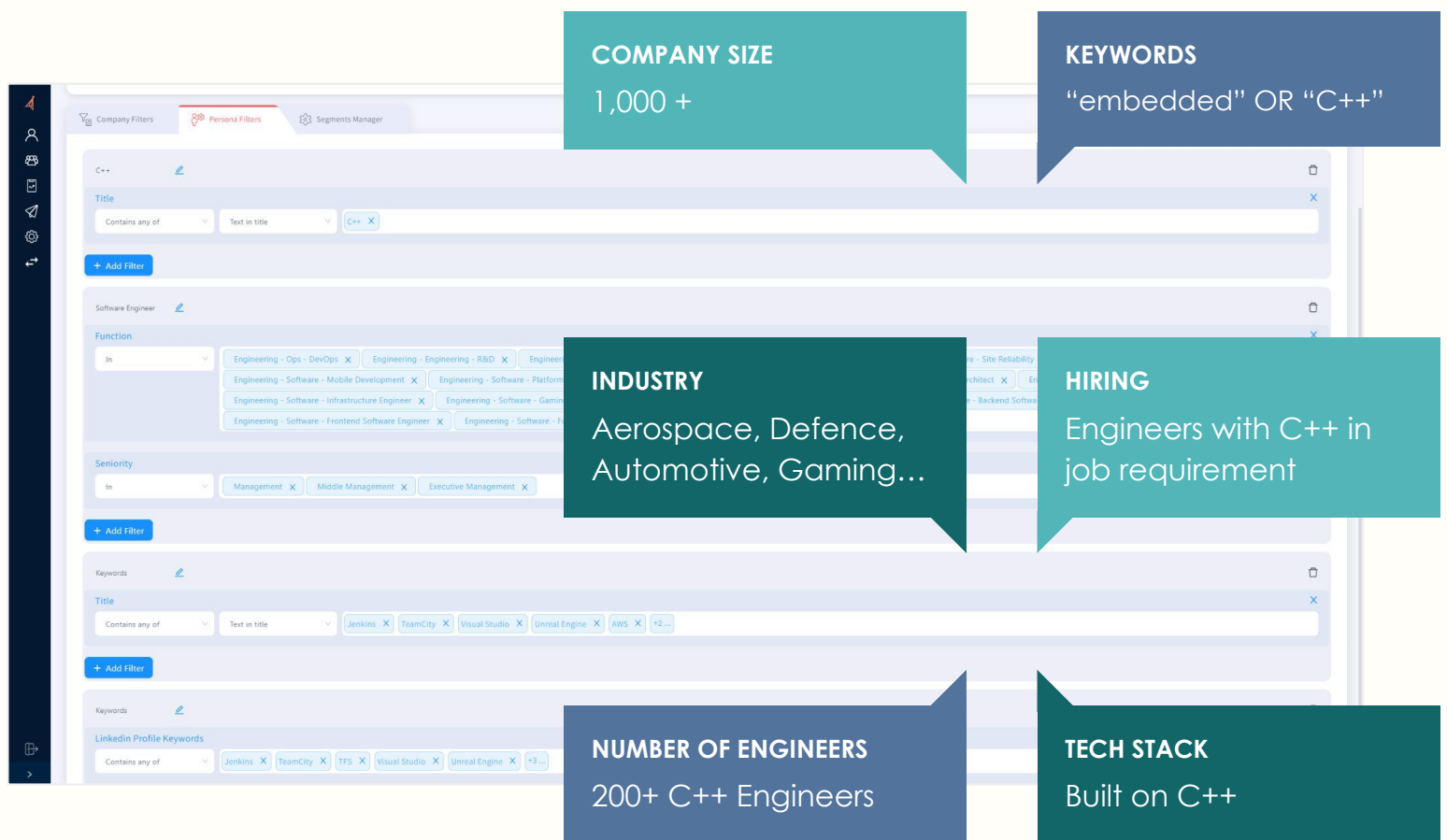# RightBound & INCREDIBUILD

Re-engage, Cross-Sell & Expanded TAM Coverage

RightBound solved Incredibuild's top challenge - generating a continuous stream of companies that match their unique qualifications criteria.

By processing data from dozens of data sources and by using granular research parameters, RightBound's autonomous prospecting engine delivers **hundreds of relevant accounts** every month. The self-tuning algorithm continuously improved the sourcing criteria.

COMPANY SIZE
1,000 +

KEYWORDS
"embedded" OR "C++"

INDUSTRY
Aerospace, Defence, Automotive, Gaming...

HIRING
Engineers with C++ in job requirement

NUMBER OF ENGINEERS
200+ C++ Engineers

TECH STACK
Built on C++

> *Our sales reps now have a **stable incoming stream of outbound accounts**, accounting for the majority of our pipeline. RightBound's team was an amazing help in fine-tuning our ICP and research criteria, making sure we **reach the most relevant companies**.*
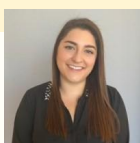
Shifra Smith
Global Director of Sales Development

INCREDIBUILD

Expand TAM

From no outbound to continuous prospecting

Incredibuild never did outbound before. They tried other tools, but they didn't work for them since their product is very unique and their persona is very hard to find.

Incredibuild chose RightBound thanks to its varied data sources and autonomous prospecting. In less than 5 weeks with RightBound, the SDR team got a stable stream of 300-500 accounts per months with spot titles and industries.

Continuous feedback loop

RightBound's domain experts helped find-tune Incredibuild's ICP to make sure they get the most relevant companies. Then, the algorithm continuously improved the ICP by autonomous learning empowered with manual feedback from the SDR team.

Cross-Sell

Incredibuild had a huge cross-sell challenge — they couldn't search their own SalesForce database based on their ICP to offer cross-sell, as the database doesn't support the required research criteria.

They use RightBound's enriched accounts info to **find cross-sell opportunities** in their own customer base.

Re-Engage

Incredibuild uses a 20+ yrs old implementation of SalesForce which holds records of many dormant accounts.

RightBound provided Incredibuild with data that helped them **research their CRM and identify accounts that are most likely to re-engage**, opening many new opportunities within an existing database.

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RightBound enabled us to re-engage dormant accounts as well as cross-sell existing accounts — directly within SalesForce.

1800	400	5 weeks
Leads identified every month	**Accounts sourced every month**	**Time to value**